The Journal of the American Association of Zoo Keepers, Inc.

AKF

Animal Keepers' Forum

March 2020, Volume 47, No.3

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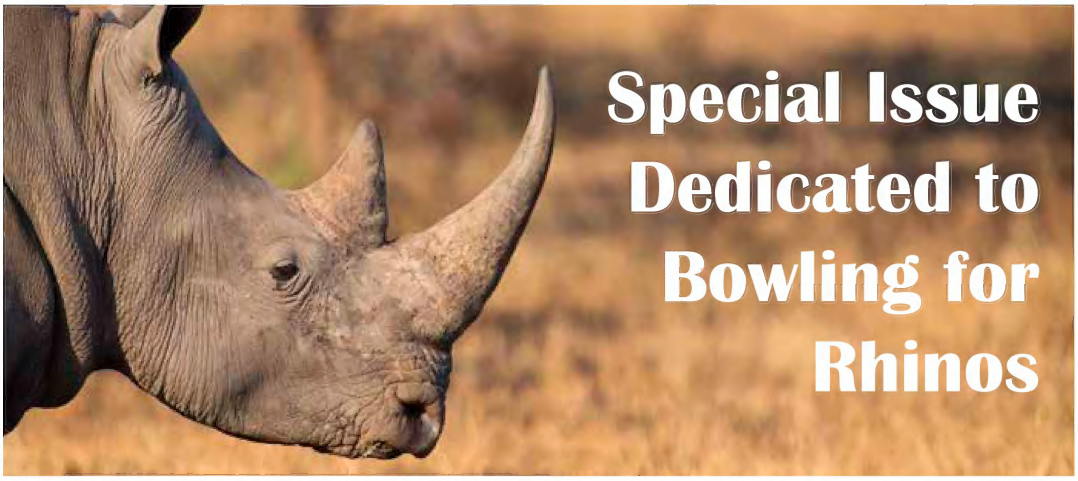

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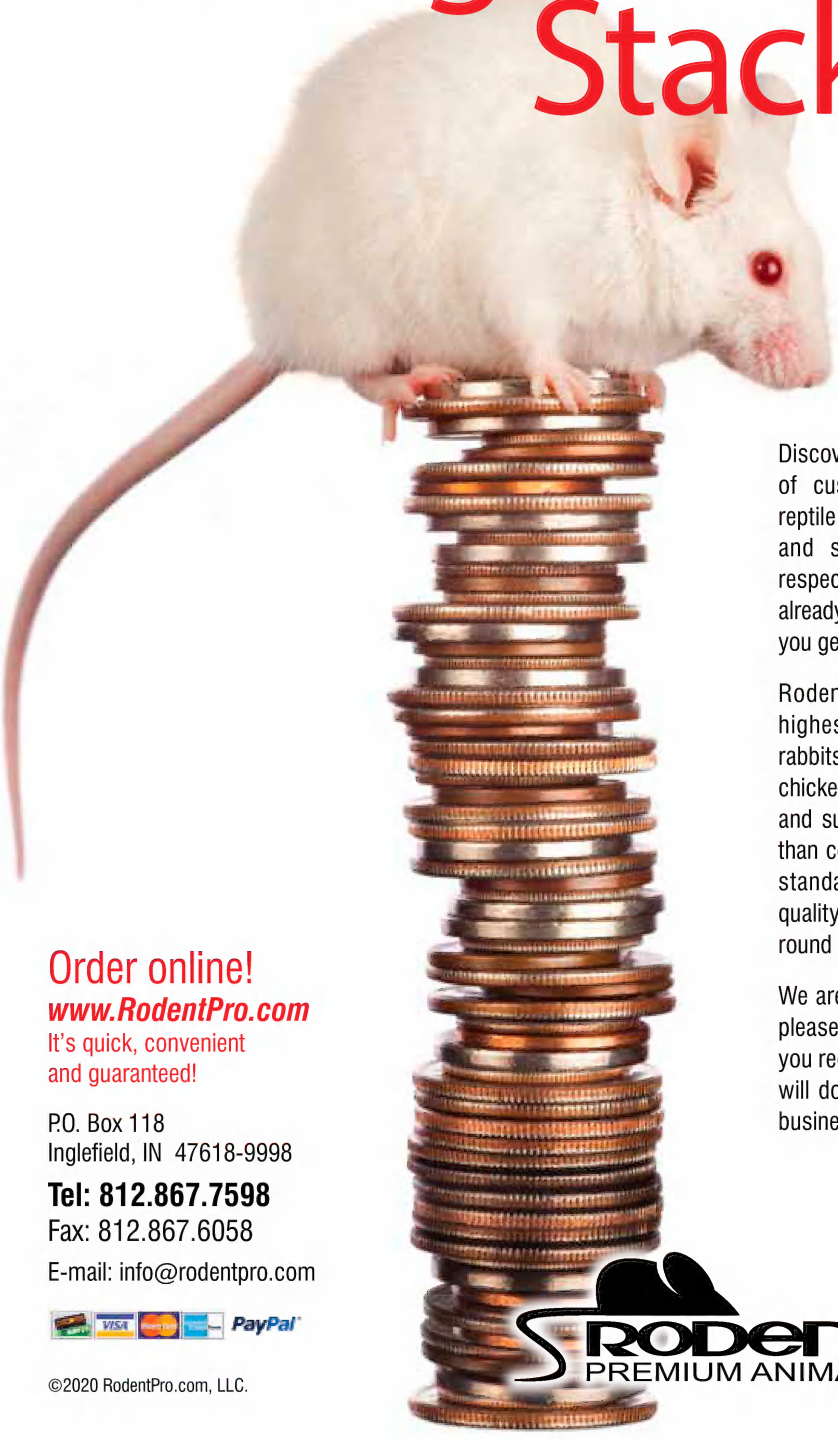

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American Association of Zoo Keepers, Inc.

The American Association of Zoo Keepers, Inc. exists to advance excellence in the animal keeping profession, foster effective communication beneficial to animal care, support deserving conservation projects, and promote the preservation of our natural resources and animal life.

ABOUT THE COVER

To help us celebrate 30 years of phenomenal teamwork, our friends at Peppermint Narwhal helped us design the shirt you see on the cover of this issue. It is available for purchase on the AAZK website at aazk.org, and the design can also be used at your events. We hope you enjoy it, and the other major changes for 2020, as much as we do. We hope this special issue of the *AKF*, dedicated to Bowling for Rhinos, inspires all of you to make this our best BFR season ever.

Articles sent to *Animal Keepers' Forum* will be reviewed by the editorial staff for publication. Articles of a research or technical nature will be submitted to one or more of the zoo professionals who serve as referees for *AKF*. No commitment is made to the author, but an effort will be made to publish articles as soon as possible. Lengthy articles may be separated into monthly installments at the discretion of the Editor. The Editor reserves the right to edit material without consultation unless approval is requested in writing by the author. Materials submitted will not be returned unless accompanied by a stamped, self-addressed, appropriately-sized envelope. Telephone, fax or e-mail contributions of late-breaking news or last-minute insertions are accepted as space allows. Phone (330) 483-1104; FAX (330) 483-1444; e-mail is shane.good@aazk.org. If you have questions about submission guidelines, please contact the Editor. Submission guidelines are also found at: aazk.org/akf-submission-guidelines/.

Deadline for each regular issue is the 3rd of the preceding month. Dedicated issues may have separate deadline dates and will be noted by the Editor.

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ANIMAL KEEPERS' FORUM
TO CONTACT THE *AKF* EDITOR:
Shane Good, AKF Editor
P.O. Box 535, Valley City, OH 44280
330-483-1104
Shane.Good@aazk.org

AAZK Administrative Office
American Association of Zoo Keepers
8476 E. Speedway Blvd. Suite 204
Tucson, AZ 85710-1728
520-298-9688 (Phone/Fax)
CHIEF EXECUTIVE/FINANCIAL OFFICER:
Ed Hansen | Ed.Hansen@aazk.org
DIRECTOR of PROFESSIONAL DEVELOPMENT and CONFERENCE MANAGEMENT
Bethany Bingham, Bethany.Bingham@aazk.org

ANIMAL KEEPERS' FORUM - EDITOR
Shane Good, Shane.Good@aazk.org
GRAPHIC DESIGNER
Elizabeth Thibodeaux, Elizabeth.Thibodeaux@aazk.org
ENRICHMENT OPTIONS COLUMN COORDINATORS
Stephanie Miner, Julie Hartell-DeNardo,
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Bowling for Rhinos is the flagship conservation fundraising event for AAZK and in 2020 is celebrating its 30th year as an organized nationwide program.

Bowling for Rhinos is the flagship conservation fundraising event for AAZK and in 2020 is celebrating its 30th year as an organized nationwide program. This copy of the *Animal Keepers' Forum* highlights all of the work of the BFR conservation partners: Lewa Wildlife Conservancy, the International Rhino Foundation, and Action for Cheetahs in Kenya as well as recipients of the BFR Conservation Research Grant. The guidelines and documentation in this issue can be time-consuming, but are very important for hosting a successful BFR event and these successes have continually grown for a program that has raised over $8 million dollars!

But the great work of the conservation partners and the Chapters and individuals raising the funds would not be possible to recognize if it wasn't for the people that devote so much time and energy into the BFR Program. So I wanted to take the time to recognize the efforts that those people put into the program and help it reach ever-greater heights. Without the names below, this program would not be possible.

- BFR Program team including current manager Kym Janke and current vice manager Matt Mills
- BFR Board Oversight Nicole Pepo
- AAZK CEO/CFO Ed Hansen
- Former BFR Program manager Patty Pearthree
- All current and former AAZK Board members and previous BFR Program members
- BFR chairs, hosts, attendees, donors and everyone else from the participating membership

The articles in this month's *Animal Keepers' Forum* speak far better for the incredible work involved with Bowling for Rhinos, so a final thank you to everybody involved and here's to 30 more great years!

Cheers,

Paul.Brandenburger@AAZK.org

A Letter to the AAZK Membership

Kym Janke
BFR Program Manager

Dear AAZK members,

Thank you! Thank you for all the amazing work that you do throughout the year and especially for the work and dedication that it takes to host Bowling for Rhinos events. It is incredible for me to think that as an organization AAZK members have raised a staggering $8,251,194.59 for the conservation of rhinos, cheetahs, and their habitats. I personally have been involved in BFR at a Chapter level for the past 13 years so I know that hosting an event is no easy task. Having volunteered for the BFR Program team for the past three years, I applaud the diversity, creativity, and success of the many different event types hosted by Chapters throughout North America.

While each Chapter plans, hosts, and accounts for their own events, there is a whole team of people who are here to help you! AAZK has multiple resources that may be unknown to our membership. A few to highlight are the on-line store and our tireless CEO, Ed Hansen.

Have you visited the AAZK on-line store recently? There are many items available for purchase that support BFR. Bottle openers and magnets are always great to have around and make great doorprizes for your event, and with 100% of all sales going directly to BFR it's a win-win! The BFR program team is also excited to release a new t-shirt, designed by our friends at Peppermint Narwhal, which will be available this month. All profits from these shirts will be donated to BFR. All of these items can be found by visiting the AAZK Shop https://aazk.org/shop/

AAZK offers many promotional and informational items to help with your BFR event. Your event coordinator will be given access to a resource drive filled with items to help make your event a success. Read more about the content of the drive in the article outlining the program changes and deadlines by Matt Mills included in this issue. Keep an eye out for updates from our conservation partners, important reminders, and tips for hosting your event by following the AAZK Facebook page. I highly encourage every one of our members to choose to see these posts first in their newsfeeds so that you don't miss a thing! Additionally AAZK has developed an educational Promotional Brochure regarding AAZK and BFR. The Brochure is intended to help Chapters promote their local event. Bulk copies may be obtained from AAZK by contacting Ed.Hansen@aazk.org

Did you know that AAZK can provide your Chapter with insurance coverage for your BFR event? In many cases, bowling alleys and other similar facilities will already have the necessary insurance but for some events that take place outside of an established venue, proof of insurance is required and can be an additional expense. Contact Ed.Hansen@AAZK.org to get the required paperwork started!

As the Bowling for Rhinos program grows and fundraising efforts are increasingly linked to social media and online platforms we encourage every Chapter to register in their state as a charitable organization. For more information on the requirements of your state and guidance on to how to register your Chapter contact Ed.Hansen@AAZK.org.

Managing the program has been a rewarding but difficult experience, and one I couldn't have done alone. The program team consists of five members; Matt Mills who is the vice manager, Lisa Haggadone who is the event coordinator, Selenia Murillo who is the conservation resource grant coordinator, Jacqueline Weeks who is the communications coordinator, and Stephanie Miller who is the conservation partner liaison. We can all be reached at any time through BFR@AAZK.org. We will be sure to keep you updated if there are ever any changes to our team, and I hope that you will do the same for us. After completing your registration and providing the BFR team with contact information for your Chapter, if these contacts should change then please reach out to us with an update. This will ensure that all pertinent information reaches the correct individuals and all needed forms and documents are on hand.

We sincerely hope that with the resources provided by the BFR program and the enthusiasm that you all bring, 2020 will be the best year yet! We are excited to help you with any BFR related inquiries or ideas to grow your event; please do not hesitate to reach out at any time.

Sincerely,

Kym Janke
BFR Program Manager

Recon

Advancing Elephant Welfare Through Training and Management
Cheyenne Mountain Zoo, July 2020

Advancing elephant welfare means addressing some big challenges. RECON is the workshop specially designed to help elephant care professionals meet those challenges by improving your knowledge of behavior-change science and strengthening your training skills. Each day, participants will engage in stimulating lectures with open discussions where your voice will be encouraged and respected, as well as training practice with individualized feedback with elephants and other model species.

Be part of the growing solutions by growing your knowledge and skills. Join us at the Cheyenne Mountain Zoo for a game changing opportunity.

Dates:	July 27-29, 2020 (Optional Zoo Day July 30th)
Location:	Cheyenne Mountain Zoo, Colorado Springs, Colorado, USA
Speakers:	Steve Martin, Dr. Susan Friedman, Mike McClure, and CMZ's elephant team
Target Audience:	Program managers, elephant trainers, and other elephant care professionals
Registration:	$500 ($250 reservation deposit + $250 final payment) Includes daily transportation to and from the hotel, lunches, snacks, note guides and more.
Participants:	Limited to 15 participants

For more information and to submit an application for the workshop, visit the website at:
https://www.cmzoo.org/recon-elephant-workshop/

With generous support from the Cheyenne Mountain Zoo

American Association of Zoo Keepers, Inc.

COMING EVENTS

Post upcoming events here!
e-mail shane.good@aazk.org

April 4-9, 2020
AZA Mid-Year Meeting
Palm Springs, CA
Hosted by The Living Desert Zoo and Gardens.
For more information go to:
aza.org/conferences-meetings

May 4-8, 2020
Practical Zoo Nutrition Management
Front Royal, VA
Hosted by Smithsonian-Mason School of Conservation
smconservation.gmu.edu/programs/graduate-and-professional/practical-zoo-nutrition-management/

May 11-14, 2020
4th Annual International African Painted Dog Conference
Missouri Department of Conservation Powder Valley Conference Center.
For more information go to:
www.endangeredwolfcenter.org/blog/4th-annual-international-african-painted-dog-conference/

June 8-12, 2020
Level Up: Zoo Animal Behavior Workshop
West Palm Beach, FL
Hosted by Palm Beach Zoo and Conservation Society
For more information go to:
www.palmbeachzoo.org/new-level-up-animal-training-workshop

June 22-26, 2020
Zoos and Aquariums Committing to Conservation
Salt Lake City, UT
Hosted by Utah's Hogle Zoo and Tracy Aviary
For more information go to:
zaccconference.com/

July 18-25, 2020
Felid TAG Annual Conference
Berkeley, California
Hosted by Oakland and San Francisco Zoos
For more information go to:
http://www.felidtag.org/

July 27-29, 2020
RECON Elephant Workshop
Colorado Springs, CO
Hosted by Cheyenne Mountain Zoo
For more information go to:
cmzoo.org/recon-elephant-workshop/

September 13-17, 2020
AZA Annual Conference
Columbus, OH
Hosted by the Columbus Zoo and Aquarium
For more information go to:
aza.org/conferences-meetings

September 27-October 2, 2020
Giraffe Care Workshop
Colorado Springs, CO
Hosted by Cheyenne Mountain Zoo
For more information go to:
cmzoo.org/giraffe-care-workshop/

AMERICAN ASSOCIATION of ZOO KEEPERS

August 30 - September 3 2020

AAZK National Conference
Los Angeles, CA
Hosted by Los Angeles AAZK Chapter and Los Angeles Zoo

www.aazk2020.org

February 9-12, 2021
Save the Date!
International Congress of Zookeepers
Wellington, New Zealand
For more information go to:
www.iczoo.org/

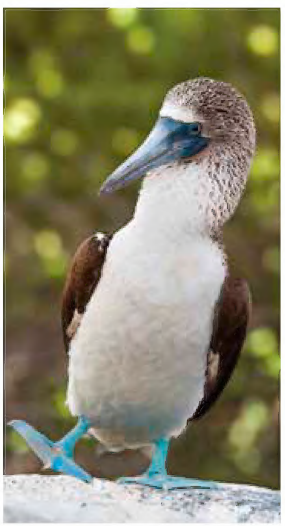
2020 AAZK AWARDS NOMINATIONS OPENED

The American Association of Zoo Keepers (AAZK) Awards Committee is accepting nominations for The AAZK Lifetime Achievement Award, The AAZK Meritorious Service Award, The AAZK Lutz Ruhe Professional of the Year Award, The AAZK Jean M. Hromadka Excellence in Animal Care Award, The AAZK Excellence in Animal Nutrition Award, The AAZK Excellence in Exhibit Renovation Award, The AAZK Janet McCoy Excellence in Public Education Award, The AAZK Nico van Strien Leadership in Conservation Award, and the Lee Houts Advancement in Environmental Enrichment Award, which will be presented at the 2020 AAZK Conference in Los Angeles, CA. The deadline for nominations is May 1st, 2020. Information concerning the qualifications, nomination procedure, selection procedure and an explanation of the awards may be obtained at www.aazk.org, under committees & programs/awards committee.

CALLING ALL AMATEUR PHOTOGRAPHERS!

Would you like to see your photos featured in the *Animal Keepers' Forum*? Send your best pics to shane.good@aazk.org!

Cover photos need to be a minimum 2625 x 3375 pixels. Smaller photos may be submitted for inclusion inside the AKF. Please include a photo caption and the name of the person to be credited for taking the picture.



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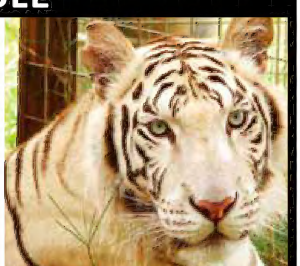
As seen on Animal Planet®
"Growing Up Tiger"

Learn about Big Cat Management. Internship involves Animal Care Apprenticeship and Public Education. We offer experience that counts towards employment.



TIGER MISSING LINK FOUNDATION • TIGER CREEK WILDLIFE REFUGE • Apply at: www.tigercreek.org

46th Annual AAZK National Conference
Los Angeles, California August 30 – September 3, 2020
Conference Theme: *"Lights, Camera… Take Action!"*

Call for Papers and Posters

The AAZK Professional Development Team is pleased to announce the second call for papers and posters for the 2020 AAZK National Conference hosted by the Los Angeles AAZK Chapter.

Deadline for Submission of Abstracts for Papers and Posters: **May 1, 2020**

Authors will be notified regarding acceptance by **June 1, 2020**

How to Submit Your Abstract for Consideration:

- **Submitting a Paper?** Follow this link to the Google Form https://bit.ly/2QeMgTu
- **Submitting a Poster?** Follow this link to the Google Form https://bit.ly/2FdbD1E

You may also e-mail PDC@aazk.org for a direct link to the Google Form, or visit the conference website for more information at https://www.aazk2020.org/ If you do not use the Google Form application, your abstract will not be reviewed.

Papers

Authors will be allowed 15 minutes for a presentation with five minutes of Q & A immediately following. If accepted, you may be scheduled to present your paper in the main ballroom, or you may be scheduled to present your paper during a concurrent, themed paper session which may have a more intimate setting.

Posters

Posters will be on display throughout the Conference with a dedicated Author Session scheduled for the evening of September 1st. Prior to the Author Session, posters will be judged by members of the AAZK Professional Development Team on criteria such as adherence to the conference theme, innovation, and poster layout and organization. Certificates will be awarded to the top three highest scoring posters during the Conference Awards Ceremony immediately following the Poster Author Session.

Any questions should be directed to PDC@aazk.org with ATTN: Paper or Poster as part of the e-mail subject.

Action for Cheetahs in Kenya (ACK) is a not-for-profit project governed under the Carnivores, Livelihoods and Landscapes (CaLL) Kenya and the USA Board of Directors and Scientific Advisory Committee. ACK's Mission is to *Promote the conservation of cheetahs through research, awareness and community participation in Kenya.* ACK is the only organization in Kenya to focus on cheetah conservation on a rangewide scale.

- Kenya holds fewer than 1,400 resident cheetahs and is critical to the eastern Africa Population.
- Land use change is the primary threat to cheetah survival.
- Science based solutions to threats and conflicts secure a future for Kenya's cheetahs.

Through the support of AAZK, the Samburu field base was established in 2015. Pilot studies empower local staff to develop methods for conservation actions.

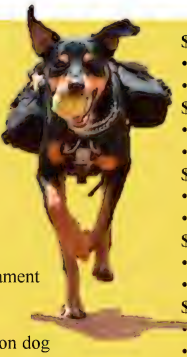
Your BFR Support goes a long way!

$10
- One day School presentation
- One month of phone credit for one staff member

$25
- Printing of one conflict mitigation tool kit
- Printing of one student workbook

$50
- One day field work for national cheetah survey
- Support for a team playing in the cheetah soccer tournament

$100
- Monthly vehicle maintenance
- Monthly training and food supplies for one scat detection dog



$250
- Purchase of camera trap, batteries and security box
- One month food rations for field staff member

$500
- Annual uniform cost for field officer team
- One month salary for two field officers

$1000
- Diet and genetic analysis of 200 scat samples
- New set of tires for field vehicle

$2500
- Field support for annual rabies vaccination campaign
- Provide sports equipment for 10 schools

$5000
- Support a three month Kenya student internship
- Conduct two conflict mitigation training seminars

The International Rhino Foundation's vision is a world in which rhinos thrive in the wild. We work to ensure the survival of rhinos through strategic partnerships, targeted protection, and scientifically sound interventions.

Javan and Sumatran rhinos are two of the most threatened endangered species on the planet. Without continuous protection provided by tireless anti-poaching teams (called "Rhino Protection Units or RPUs"), both species would likely already be extinct. RPUs patrol the dense jungles of Sumatra and Java, 365 days a year, monitoring rhinos and other wildlife, removing traps and snares, and apprehending poachers.

It's dangerous and exhausting work that takes rangers away from their families and homes for weeks at a time — but these passionate individuals are determined to protect rhinos at all costs.

You can support these rhino champions – our Rhino Protection Units – by helping us buy the equipment that each ranger needs while on patrol.

$25 Boots. Buy a pair of boots for a ranger to patrol parks on foot, ensuring that rhinos and other species remain safe.

$36 Gas. Provide one month of motorcycle fuel for RPUs who secure park boundaries and respond to emergency calls.

$90 Wheels. Pay for a year of maintenance and upkeep for a RPU's motorcycle.

$150 Fuel. Buy fuel for the RPU boat that patrols the rivers and waterways in the National Parks where rhinos live.

$200 Cameras. Purchase a digital camera and memory cards so that RPUs can document rhino signs while on patrol.

$250 Gear. Fill a ranger's backpack with critical items like a tent, cooking supplies, machete, mosquito net, and headlamp.

$700 GPS. Purchase a GPS unit so that RPUs can document the location of rhinos and their signs.

$3335 One Team, One Month. Pay the salary for one 4-person unit in Sumatra.

RHINOS.ORG

The Trip of a Lifetime: Travelling with Bowling for Rhinos Conservation Partners

Kym Janke
BFR Program Manager

Everyone who participates in Bowling for Rhinos should be so proud that 100% of the funds raised go directly to benefitting rhinos, cheetahs, their habitats, and the communities they support. The BFR Program team is working hard to really demonstrate how far our conservation partners can stretch a dollar and provide our membership with tangible costs of goods and services (see the infographics in this issue and included in the BFR Resource Drive). The wonderful thing about Bowling for Rhinos funds is that it is an unrestricted donation; meaning that our conservation partners can utilize these funds on the most deserving aspects of their programs. As a token of their appreciation both of these organizations sponsor trips to allow BFR contributors the chance to see first-hand the impact that Bowling for Rhinos has in Kenya and Indonesia. These trips are meant to inspire, motivate, and encourage our members to continue with the amazing work we are doing and bring this determination back to their Chapters where these trip participants can help grow their events. To say that the BFR trips are the Trip of a Lifetime is an understatement!

View of Lewa from Ngiri House (photo by Kym Janke)

All of our members should be aware of the Anna Merz Rhino Champion Award, named after one of the founders of Lewa Wildlife Conservancy and awarded to a member who has contributed significantly to their Chapter's BFR event for the past three years. New for 2020 the BFR Program is honouring two other exceptional individuals by naming the funds-based trips. From here forward the remaining trips will be named the Ian Craig Rhino Champion Award, after Lewa's co-founder, and the African Rhino Champion Award, both with travel opportunities to Kenya; and the Susie Ellis Rhino Champion Award, after IRF's Executive Director, and the Asian Rhino Champion Award, both with travel opportunities to Indonesia. Both of these destinations offer trips that are life changing experiences and provide opportunities to view an incredible array of wildlife, connect with communities and organizations committed to conservation, meet and learn from rhino protection teams, and explore the habitats that we work so hard to protect. The trip to Kenya is spent on Lewa Wildlife Conservancy and the surrounding area, while the trip to Indonesia is spent travelling through the islands of Java and Sumatra to three National Parks: Ujung Kulon, Bukit Barisan Selatan, and Way Kambas.

We ask that each trip recipient write an article that summarizes their trip and every person thus far has reported that words just can't do the trip justice! With that being said here are some excerpts in an attempt to convey the wonder and excitement of the trip of a lifetime!

Indonesia with
International Rhino Foundation

Rhino Footprint (photo by Jenna Wingate)

During my trip to Indonesia, I had the opportunity to see rhinos and witness the work being done by Rhino Protection Units (RPU). The funds raised through our BFR events are used to pay the salaries of the RPUs, so they are very thankful to the "bowlers" that come to visit. They treated us like kings and queens as we island hopped around Indonesia.

They were always willing to give us a hand while hiking through the National Parks, carried dozens of water bottles for us, cooked extravagant meals-including fresh-caught lobster, got out and pushed our boat when it got stuck in a low tide, carried our luggage on and off boats, climbed 50 foot coconut trees to spoil us with fresh coconut water, drove us hours on bumpy roads and inspired us all along the way. These guys are my heroes!

Ujung Kulon National Park is on the coast and beyond beautiful! We were SO lucky and came across Javan rhino dung, urine spray on a tree that hadn't dried yet, a rhino bed, mud-covered plants from a recently wallowing rhino walking through them, a recently used wallow and a few footprints! It was incredible, we saw everything but the rhino! When we came across the footprints the RPU's immediately began measuring it and recording all of the necessary data. This was easily one of the best experiences of my life. Spending time with the RPU teams and seeing the work they do was amazing and inspiring, and also very fun.

Jenna Wingate - Cincinnati

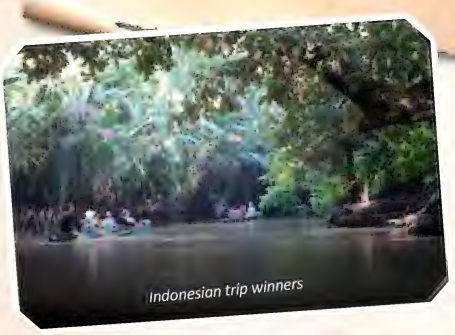
My first reaction at hearing that I would be traveling to Sumatra and Java was one of disbelief quickly followed by exhilaration. Experiencing Indonesia was an awe-inspiring adventure of a lifetime.

Our tour of three national parks, UK on Java, and Bukit Barisan Selatan and Way Kambas on Sumatra was 14 days of non-stop adventure and unique experiences. Everywhere we went, we were welcomed as family. CeCe, Kelly and Inov were exceptional guides, introducing us to the culture and lifestyle of Indonesia, from the delicious food to batiking in Bogor, a beautiful city known for its gardens and near daily rainfall. We would stay in a luxury hotel one night, then next day be tramping through the jungle searching for rhinos and learning to avoid leeches. At Way Kambas we were privileged to spend two days touring the facility with the veterinarians and meeting the seven Sumatran rhinos who live there. Our experiences during those two weeks were vast and complex, and this short retelling cannot express all the wonders of those days. The truth I realized is that there is amazing work being done all over the world and our event called Bowling for Rhinos has made a lasting and profound impact. We can all be proud of our contribution and perhaps strive just a little bit harder to raise awareness for this cause, which is simply this: to ensure the survival of the rhinoceros on earth.

Toni Piccolotti – Jacksonville

That afternoon we travelled by boat up Way Kanan river for a jungle hike. We were given a demonstration on snares from the RPUs. First, they set up a snare and asked if we could find it. It was a great example of the challenges they face while on patrol. They showed us how the snares were constructed and dismantled. We made our way back to the boat for the return trip to the SRS. The river was lined with exotic birds, primates, crocs and even a few Sambar deer!

Charlie Hyde – San Diego


Indonesian trip winners

Kenya with
Lewa Wildlife Conservancy

Lewa group meeting with rangers (photo by Jill Werner)

Lewa is more than just about its wildlife. It exists and is growing because of its vast and diverse programs and projects beyond its borders. The only way to describe it is to say that each program is like a gear in a machine and each one needs to be functioning for the system to work. The programs and projects we visited on our trip included the security and communications centre, conservation education centre, Lewa sponsored community schools, an irrigation project and health clinic. We learned about the other successful programs including adult literacy, women's microcredits, bursaries and community security assistance and outreach. One of our speakers explained that they believe that if first Lewa improves the lives of the people, then the people will be receptive to being educated about the issues concerning wildlife. The fuel that makes the model work is without a doubt the passion and buy-in of the staff. It is hard to even label them staff as they come across much more as a family. They made us feel like we, BFR team members, were an important part of that family even though we were all from North America.

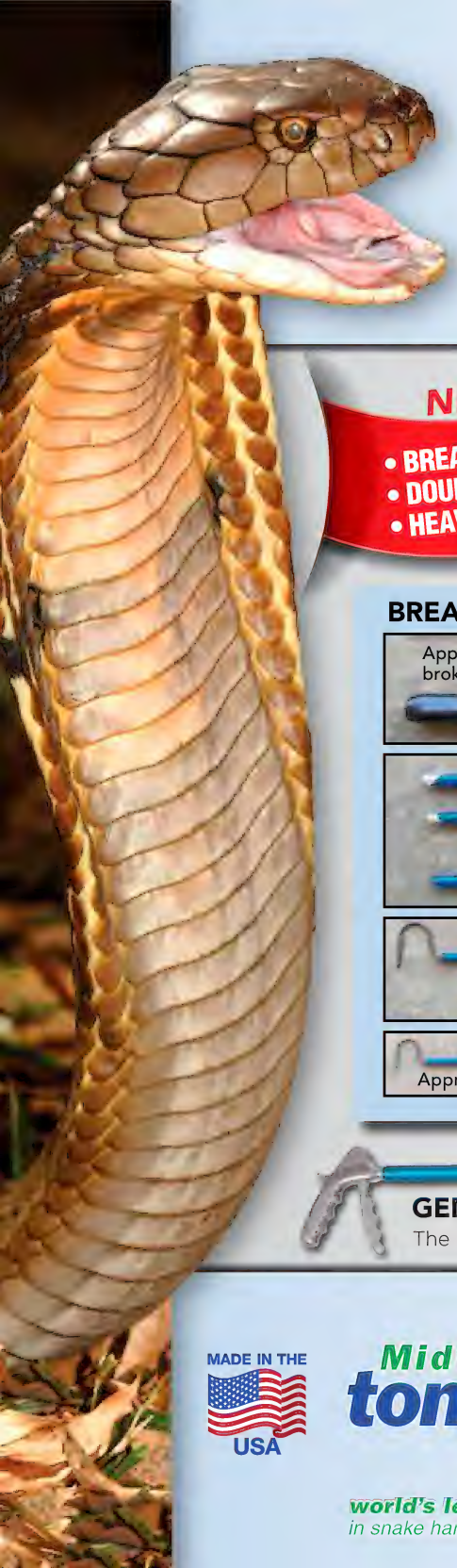
One of our days included a walking safari with a security ranger and we learned to identify tracks, spot rhino urine scent marking and a big highlight for me was finding Hyenas! That day also included spotting a beautiful Martial Eagle, secretary birds up in a nest but my most memorable moment was our rhino trio! Although we had found rhinos before today, this was the most notable moment for me as I watched interesting behaviour occur between a male and two female whites. The girls were shoulder to shoulder, ears flattened back, lips curled, telling him right off! He was being thoughtful as he approached, not aggressive but still very interested in the approach no matter what the cost. Our rhino trio in Toronto would do this exact "dance" and within a few days we would see our male breed the female that was receptive and I wondered if we would come across this group again this week and see breeding!

Deserrai Buunk – Toronto

We arrived at Ngiri house. "Ngiri" is Swahili for warthog which I had always thought was Pumba. We were told that Pumba means "silly" The first of so many things we would learn. After meeting the amazing staff, we were shown our room options and settled in to our home. The true magic of LEWA became apparent very quickly. There are resident vervet monkeys and hyrax as well as birds and insects. Zebra and the occasional water buck or cape buffalo wander through the lawn area, even a lion on rare occasion. We did see tracks one morning from an overnight lion visit.

On our one night drive among the bush babies and other nocturnal critters, we found a caracal, which had not been seen on LEWA in a long time. All of this would seem like the highlight of any trip, but it just got better. We happened to be there during a time that the group conservancies were translocating nine bull elephants that had been marked as trouble makers in the communities. We were invited to go with the team for two of the days where four elephants were darted by helicopter then loaded onto a truck, still sedated for the trip to a local town. The elephant was then hoisted onto a sliding platform, and moved into a container truck, then the sedation was reversed. Once the elephants were standing and alert they were shifted into large cargo trucks that two at a time could be driven to Tsavo, the final release spot.

Jill Werner – Los Angeles



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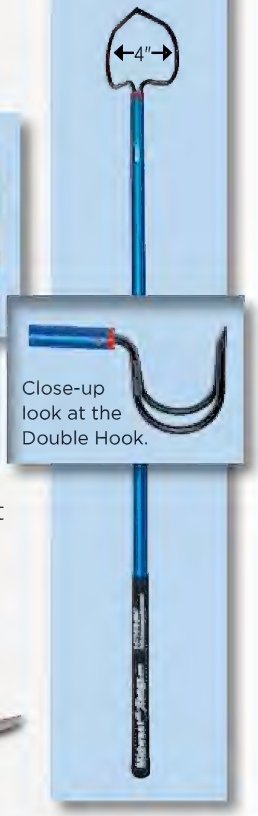

Close-up look at the Double Hook.

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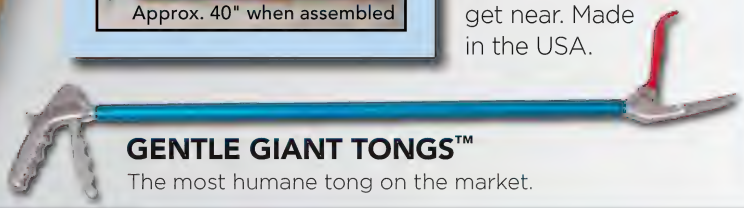

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KEY NOTE SPEAKER

JIM BREHENY

Director, Bronx Zoo
EVP Wildlife Conservation Society

In 1981, Jim Breheny took his first job as a 14-year-old working the camel rides at the Bronx Zoo. Today, he oversees about 14,000 animals and more than 1,500 species between WCS's five zoological parks in New York City, includingthe Bronx Zoo, Central Park Zoo, Queens Zoo, Prospect Park Zoo and the New York Aquarium in Coney Island — an operation which welcomes more than 4 million guests annually.

Since the premiere of "The Zoo" on Animal Planet in 2017, Jim has put the "spotlight" on the new direction of zoos. With his leadership role in AZA and WCS he is helping to change the image of zoos for the next generation.

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CHAPTER CHALLENGE

Asian Elephant $1000
Snow Leopard $500
Blue-Throated Macaw $250
Giant Horned Lizard $100

PHOTO BY JAMIE PHAM

PROGRAM

PRE TRIP

SUNDAY 8 / 30

SANTA BARBARA ZOO
7AM - 5PM

ICE BREAKER
Pavilion Plaza, Glendale Hilton

HOSPITALITY SUITE
Harbors Lounge 1:00PM - 12AM

MAIN SCHEDULE

MONDAY 8 / 31

- Keynote Speaker: Jim Breheny
- AAZK/AZA Panel Discussion
- Workshops
- Professional Certificate Courses
- Town Hall Meeting
- Conservation Rally
- Hospitality Suite

TUESDAY 9 / 1

- General Session Papers
- Workshops
- Professional Certificate Courses
- Poster Author Session
- Awards Ceremony
- Hospitality Suite

WEDNESDAY 9 / 2

- Zoo Day
- Silent Auction
- Hospitality Suite

THURSDAY 9 / 3

- General Session Papers
- Workshops
- Professional Certificate Courses
- Closing Banquet

POST TRIP

FRIDAY 9 / 4

Option 1
BIG BEAR ALPINE ZOO
7AM - 7PM

Option 2
WILDLIFE TEACHING CENTER
GIBBON CONSERVATION CENTER
7AM - 7PM

Option 3
Los Angeles EXPERIENCE
7AM - 8PM

A Review of the Conservation Resource Grant and its Far-Reaching Impact

Selenia Murillo
Conservation Resource Grant Coordinator
Bowling for Rhinos Program, AAZK

Introduction

The majority of funds raised through Bowling for Rhinos (98%) provide support to the Lewa Wildlife Conservancy, the International Rhino Foundation, and Action for Cheetahs. The remaining portion (2%) is allotted for the Conservation Resource Grant (CRG). The Bowling for Rhinos Program seeks to assist a variety of species through the CRG and strongly encourages candidates with projects that benefit other species living in the same ecosystem of any of the rhinoceros species to apply.

Eligibility

The Conservation Resource Grant is open to any non-profit. Projects may be *in-situ* or *ex-situ*, but must meet the criteria outlined by one of the following categories:

- *In-situ* rhino conservation and research
- *In-situ* community, educational, or medical program
- *In-situ* species conservation
- *Ex-situ* rhino conservation and research

Past CRG recipients are eligible to reapply for the grant in a non-consecutive year.

Application Process

The application period begins in January and ends in November every year. A complete application includes the CRG application form, two letters of support, and curriculum vitae. Late or incomplete applications will not be considered. For more information about the CRG or to apply for the grant, please visit the AAZK Bowling for Rhinos webpage or e-mail the CRG Coordinator at BFR@AAZK.ORG.

Past CRG Recipients and Project Highlight

2014
rhiNOremedy

The Rhino Art event provided nine youth ambassadors with up-close rhino encounters and educated them about rhinoceros husbandry and conservation.

2017
Save the Rhino Trust

Anti-poaching units in Namibia received support for vehicle maintenance and running costs.

2018
The Peregrine Fund

The "Stop Poisoning Now" campaign raised awareness about the negative impact of carcass poisoning on Kenyan wildlfe.

2019
International Rhino Foundation

The Sumatran Rhino Alliance developed and implemented an intensive population management plan to prevent the Sumatran rhino from going extinct.

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Bowling for Rhinos

Matt Mills
Keeper
Oregon Zoo
BFR Program Vice Manager

It all started in 1987 with the Kansas City Chapter. The $1,500 raised by the keepers in KC went to support a 10,000 acre rhino sanctuary in the heart of Kenya called Ngare Sergoi, which would rapidly grow into Lewa Wildlife Conservancy. Bowling For Rhinos was already booming when the first nationally sponsored AAZK events occurred in 1990, raising over $138,000. In 1994 we expanded to support Ujung Kulon National Park on the island of Java in Indonesia, then again in 2009 to support Kenyan cheetah research. Thirty years later our relationships with our conservation partners have grown enormously. In 2019, 80 chapters worked together to raise $461,530.11, bringing our total to $8,251,194.59 million. Our combined efforts support conservation in three national parks and two critically endangered species of rhino in Indonesia with the International Rhino Foundation, over 1.5 million acres and countless community programs with Lewa Wildlife Conservancy, and a field station for cheetah research and conservation with Action For Cheetahs in Kenya. Whether your Chapter bowls, runs, climbs, bakes, sales, or sails, Bowling for Rhinos couldn't exist without your annual support. If your Chapter isn't ——-ing for Rhinos yet, 2020 is the year to start! We're rolling out some big changes to help us celebrate 30 years of (official) excellence, all designed to make BFR easier and more rewarding for everyone who understands the importance and exquisiteness of rhinos in the wild.

24 Deadlines

May 1st and November 15th. These are the only two dates you need to remember for Bowling for Rhinos. What's special about those dates? May 1st is the deadline for the $25 registration fee and the Event Information Form. November 15th is the deadline for all funds and financial forms to be turned in to AAZK, along with the Trip Nomination Form. The Event Information Form and Trip Nomination Form are now digital forms that are quick and easy to fill out. The link to the Event Information Form, due May 1st, can be found under the Bowling For Rhinos tab on AAZK.org. The link to the Trip Nomination Form, due Nov. 15th, will be sent out in your Registration Confirmation e-mail. Some Chapters will be happy to see that nominations for fundraising trips have moved back to the fundraising deadline, allowing them to nominate their top fundraisers, if they wish. If your Chapter knows of a project focused on research and conservation benefiting rhinos, their ecosystems, or the communities supporting them, we encourage you to nominate that project for the Conservation Resource Grant. Nominations are due November 15th.

continued on next page

May 1
deadline for the $25 registration fee and the Event Information Form

Nov. 15
deadline for all funds and financial forms to be turned in to AAZK

30
years celebrating BFR

1987
year of the first BFR

80
Chapters participating in BFR events in 2019

$8,251,194
total raised to date for BFR

100%
Volunteer participation

Trips

The Bowling for Rhinos Program is very excited to announce a big change to the way five trips are awarded. In order to be eligible for the trips, Chapters must complete the Event Information Form and pay the Registration Fee by May 1st, and complete the Trip Nomination Form and submit final event funds and financial forms to AAZK by November 15th. Mark these dates on your calendar now, failing to meet them will disqualify your Chapter from any trip opportunities. Four of the five trips, two to Kenya hosted by Lewa Wildlife Conservancy and two to Indonesia hosted by International Rhino Foundation, are meant to reward fundraising efforts. Changes to the way these trips are awarded are what we're very excited about! First, the two highest fundraising Chapters will each be awarded a trip. Second, the remaining Chapters will receive one ticket into a lottery for meeting the deadline requirements, and one ticket for every $1000 they raise. Two tickets will be drawn at random and the next two trips will be awarded to these Chapters. Finally, any Chapter that did not already win a trip will have an equal chance of winning the Anna Merz Rhino Champion Award, which includes a trip to Lewa. All Chapters that meet the deadlines listed above are eligible for this trip and have an equal chance of winning. This award is meant to recognize an individual's commitment to BFR, and is not tied to fundraising.

Another recent change to the trip program is when the trips to Indonesia and Lewa occur. Due to weather concerns, staffing availability, and the business considerations of our conservation partners, the Bowling For Rhinos Program will be implementing a predetermined window for the Bowling For Rhinos trips. The trips to Indonesia, provided by The International Rhino Foundation, will be scheduled in late June to early July. The trips to Kenya, provided by Lewa Wildlife Conservancy, will be scheduled in late September to early October. The specific dates of the trips will vary from year to year, but having a narrower window of travel will allow trip winners to better plan for their trip.

Resources

The final update we are really proud to share is the BFR Program Resources for Chapters Drive. This is a digital drive that Chapters can access using a link sent out with the Registration Confirmation e-mail. The drive is a place where the BFR Program can share resources with Chapters to help make BFR events even better. The drive currently contains the BFR Event Kit, artwork, information on the Conservation Resource Grant, and information from our Conservation Partners. It also contains the two page articles from The International Rhino Foundation, Lewa Wildlife Conservancy, and Action for Cheetahs in Kenya found in this issue of the *Animal Keepers Forum.* These articles have been designed in a way to be appealing to the eye and help your Chapter communicate why the work of our Conservation Partners is so important. Your Chapter can use these articles to help promote your event and gather sponsors and funds. We will be adding more artwork, videos from our CPs, and resources throughout the year.

All of us on the Bowling For Rhinos Program are incredibly proud of the hard work and dedication to rhino conservation every Chapter has shown in the past 30 years. It is truly extraordinary that we have all worked together to raise just over 50 cents a minute for the last three decades to keep rhinos, their habitats, and the communities that depend on them safe for future generations. Since BFR is 100% volunteer operated we are able to send every single dollar raised to our conservation partners; 45% to IRF, 45% to Lewa, 8% to ACK, and 2% for the recipient of the Conservation Resource Grant. To help us celebrate 30 years of phenomenal teamwork, our friends at Peppermint Narwhal helped us design the shirt you see on the cover of this issue. It is available for purchase on the AAZK website, and the design can also be used at your events. We hope you enjoy it, and the other major changes for 2020, as much as we do.

All of us on the Bowling For Rhinos Program are incredibly proud of the hard work and dedication to rhino conservation every Chapter has shown in the past 30 years.

Market with Media: How to Promote Your Next BFR Event on Social Media

Jacqueline Weeks,
Communication Liaison, Bowling for Rhinos Program

Kym Janke
Program Manager

Is your Chapter looking for ways to grow your event? Do you find that it is difficult to engage with an audience outside of the zoo? Does it seem that your BFR participants are the same, year after year?

If you answered yes to any of the questions above, know that you are not alone! One of the most difficult parts of hosting a BFR event is getting people to participate! Let's face it, animal care is an extremely rewarding profession but it leaves most of us with little disposable income and a huge host of conservation efforts to contribute to. One way to help grow your event is to reach a larger audience, those outside of the zoo community, who still want to help make a difference!

Social media had opened many doors for Chapters to promote their BFR events and the potential to reach thousands of people outside of your organization. If your Chapter has an advertising budget then most social media platforms will provide you with the option to create targeted ads. Each platform has their own instructions on how to create ads and become an ad manager so we will not review that here. What we will do is provide you with tips for effective posts that will make your followers want to hit the "share" button. These tips can be applied both to targeted ads AND regular (read free) posts on your Chapters' pages.

#HashtagIt

No matter what social media platform you choose to use, creating posts and an event hashtag is a great way to build excitement around your event. Create your own Facebook event page using your custom hashtag and invite friends and guests to the page to increase awareness. Don't forget to create posts with your custom hashtag on Twitter and Instagram as well for additional promotion. Your hashtag will not only add a unique element to your event, but it will help link you to pictures and videos posted by those who attended your event and used the hashtag.

Eye-Catching Imagery

In the age of Instagram, the scrolling effect has become commonplace. According to a study by Microsoft, the average human being now has an attention span of about eight seconds. Promote your next event on social media with stand-out visuals and graphics. Descriptive photos are favored on social media and will help you advertise effectively.

Keep it Short and Sweet

If you do need to include text in your social media content, then it's important to be concise with your message. The modern-day reader will be deterred from reading the text that is too wordy or lengthy. Getting to the point in an easy, digestible way is the best way to get your message across successfully.

Resources

Hashtag Generator
https://www.all-hashtag.com/hashtag-generator.php

Design
www.canva.com
www.biteable.com

Writing
www.grammarly.com

LEWA WILDLIFE CONSERVANCY

AMERICAN ASSOCIATION of ZOO KEEPERS

Lewa Wildlife Conservancy (Lewa) is a UNESCO World Heritage Site and IUCN Green List Area[1] with a mission to serve as a catalyst and model for wildlife conservation across Kenya. Founded in 1995, Lewa is a 61,000-acre sanctuary held in trust for the Kenyan people. Beyond providing secure and protected habitats to Africa's most threatened species, Lewa's unique level of involvement with local communities as critical partners in conservation sets it apart from other organizations.

Protecting the critically endangered rhino population

Lewa provides world-class wildlife protection through its Rhino Conservation Program. Our dedicated anti-poaching and security teams, neighboring communities, and conservation partners strengthen Lewa's ability to effectively conserve and protect rhino populations and other wildlife species. This effort would not be possible without the continued support of the American Association of Zoo Keepers (AAZK) and its network of supporters, like you, who participate in the Bowling for Rhinos (BFR) program.

With AAZK's support, Lewa continues to be one of Africa's most successful rhino sanctuaries. **The Conservancy has had zero poaching incidents since 2013 due to our successful protection and management strategies, which is an impressive accomplishment given the continued threat to rhinos.** Lewa has also been a key player in the significant growth of Kenya's black rhino population with 184 rhinos within the Conservancy. This is a stark difference from a low of 15 rhinos when conservation efforts began in 1984.

Today, Lewa holds more than 12 percent of Kenya's black rhinos and more than 14 percent of white rhinos. However, the black rhino is still critically endangered and a lot of work remains to ensure that they survive and thrive.

0 rhino poaching incidents on Lewa grounds since 2013

[1]The IUCN Green List of Protected and Conserved Areas is a program of certification for protected and conserved areas that are effectively managed and fairly governed. Lewa is one of 40 sites recognized worldwide in the IUCN Green List.

Your Bowling for Rhinos donation goes a long way:

- **$40** buys one heavy coat for a member of the security team
- **$70** outfits a security ranger in a team uniform
- **$125** equips a security ranger with a tactical rucksack
- **$200** provides high quality harnesses for four dogs in the canine ranger team
- **$250** equips a field ranger with high-powered binoculars
- **$365** covers one month's salary for a general security ranger
- **$495** covers one month's salary for an anti-poaching security ranger
- **$750** covers the monthly cost of caring for two highly-trained tracker dogs
- **$3,000** covers the annual cost of an advanced first aid course for security field medics
- **$5,000** maintains and runs the rhino monitoring vehicle for six months
- **$10,000** supplies the veterinary equipment needed to care for wild rhinos for one year

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Terry Pratchett

The J-Moody toy was created with the guidance and help of the keepers at the Denver Aquarium. We are the manufacturer and are always looking for new toy ideas. Don't see what you want? Contact us to see what we can do!

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